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5   ABSTRACT:
The present invention relates to a method for determining
the post-launch performance of a product on a market.
The method according to the invention comprises storing,
in a database, collected data related to at least one
10   key success factor associated with at least the market
performance which is related to said product; storing,
in a database, collected data related to unmet needs on
said market; storing, in a database, collected data
related to the propensity of a decision-maker to choose
15   said product; and calculating the future market share of
said product based on said collected data, thereby
determining said post-launch performance on said market.
The invention allows improved forecasting of the future
performance of a product on a market and provides
20   improved understanding, benchmarking, forecasting and
strategic decision-making as regards the future sales of
the product in question.

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